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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Matz, *et al.*

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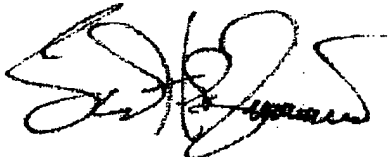
Title: "SYSTEM AND METHOD FOR DEVELOPING TAILORED CONTENT"

37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION

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Scott P. Zimmerman

Name of Person Transmitting This Paper

May 21, 2008Date of Transmission

RESPONSE TO FEBRUARY 25, 2008 OFFICE ACTION

Commissioner for Patents

The Assignee respectfully requests reconsideration and entry of the following amendment in response to the office action mailed February 25, 2008. The Assignee respectfully submits that the pending claims distinguish over the cited documents.